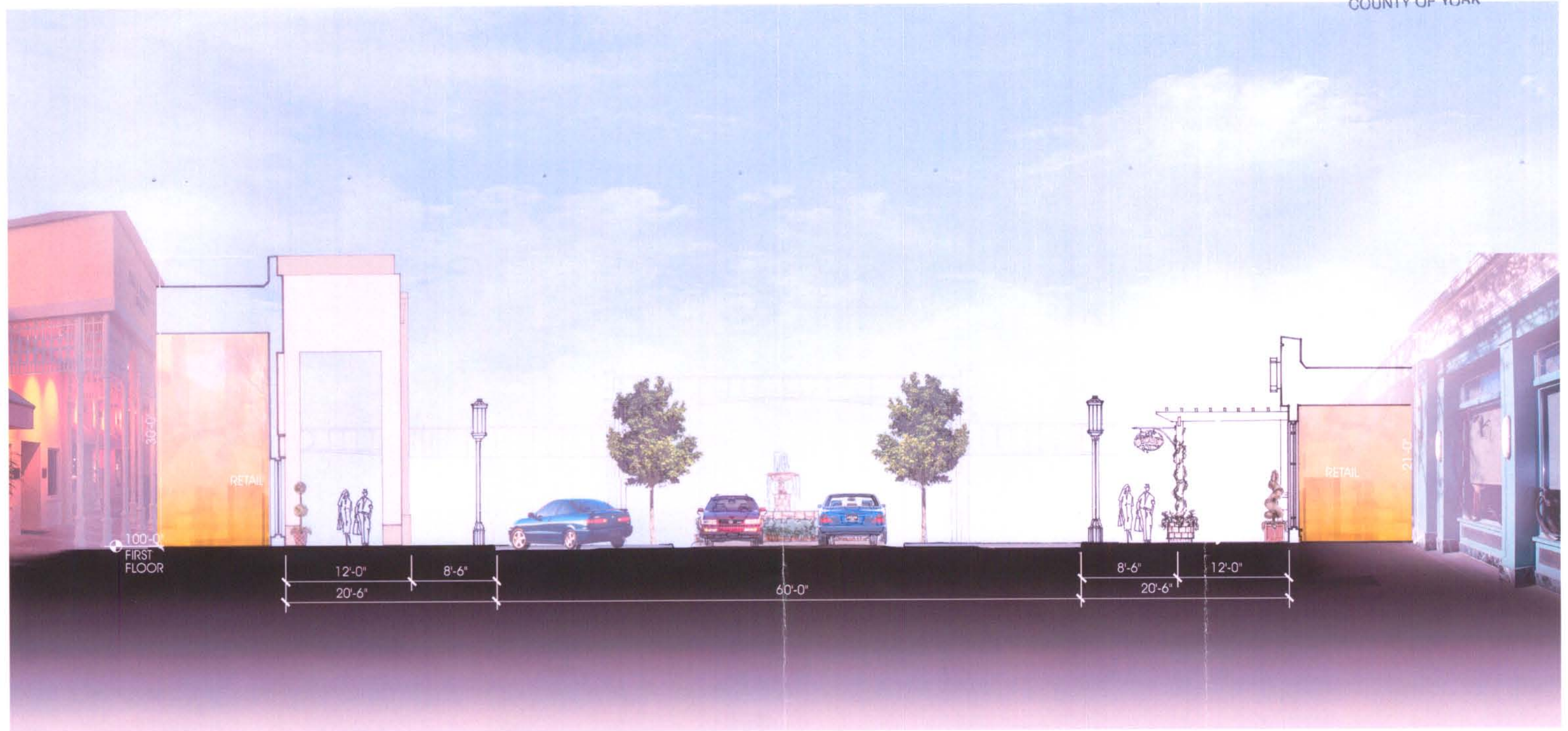


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MAIN ENTRY ARCHWAYS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

ZONE #2

- SIMILAR ARCHITECTURAL ELEMENTS
- UNIQUE LIGHTING
- METAL TRELLISES, WOOD BEAMS, PORCHES, CANOPIES, ETC..
- ONE (1) STORY BUILDINGS @ 22' TO 24'
- ONE (1) STORY CORNER BUILDINGS @ +/- 30'

GROUND SIGNS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

ZONE #1

- SIMILAR ARCHITECTURAL ELEMENTS
- UNIQUE LIGHTING
- METAL TRELLISES, WOOD BEAMS, PORCHES, CANOPIES, ETC..
- ONE (1) STORY BUILDINGS @ 22' TO 24'
- ONE (1) STORY CORNER BUILDINGS @ +/- 30'

SECONDARY ENTRY ARCHWAYS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

CENTRAL PLAZA GATEWAY

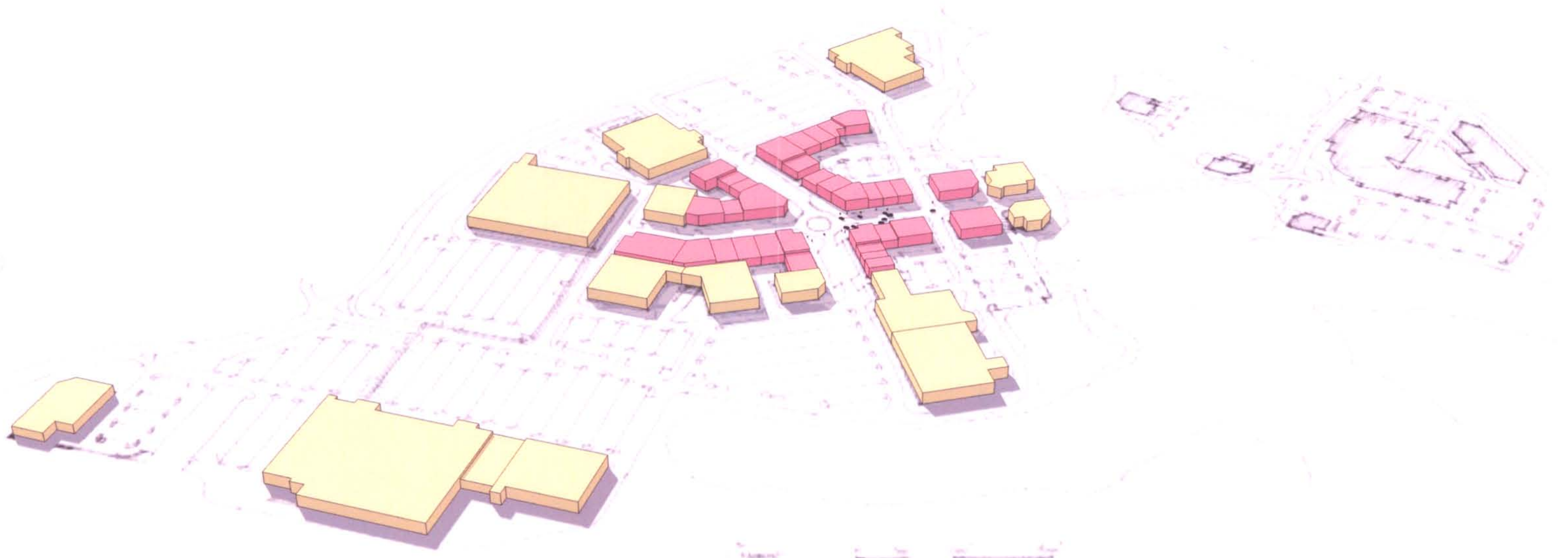
- SCULPTURAL ELEMENT W/ LOGO INSET
- CONTEMPORARY LANTERN LIGHTS
- BRICK / CAST STONE BASE

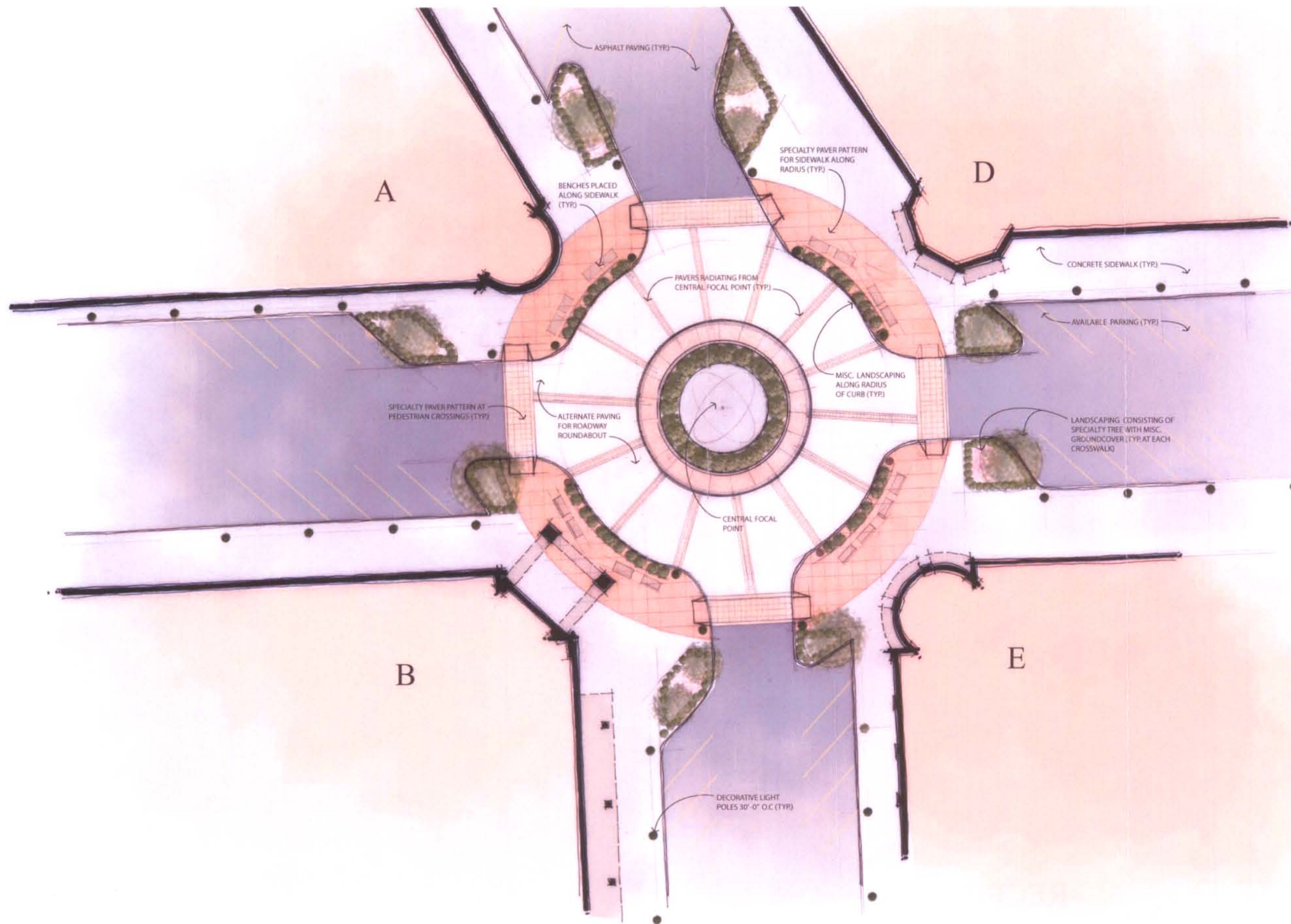
BRIDGE ELEMENT

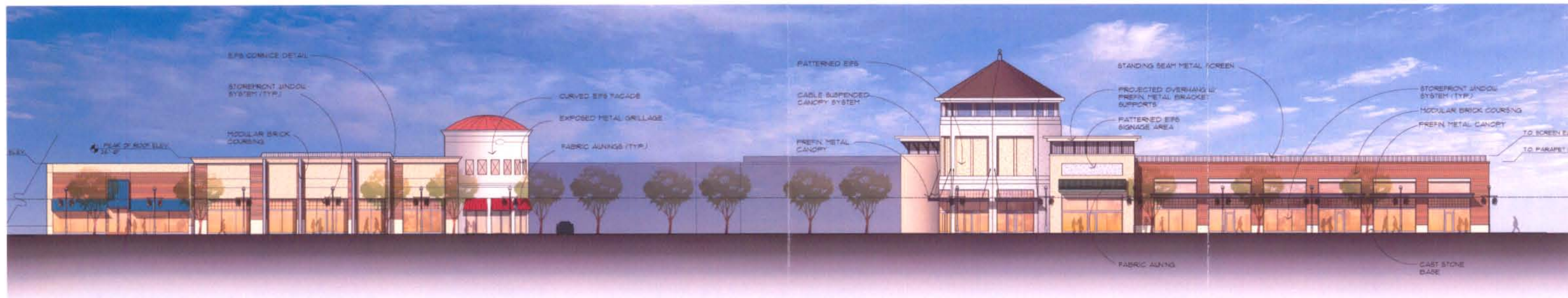
- PROJECT SIGNAGE
- CONTEMPORARY LANTERN LIGHTS
- PEDESTRIAN / AUTO FRIENDLY
- CAST CONC. W/ BRICK AND METAL STRUCTURE

"MAIN FOUR" PLAN AREA**ARCHITECTURAL FOCAL REFERENCE**

- TALLER PARAPET HEIGHTS
- LARGER CANOPIES / PORCHES

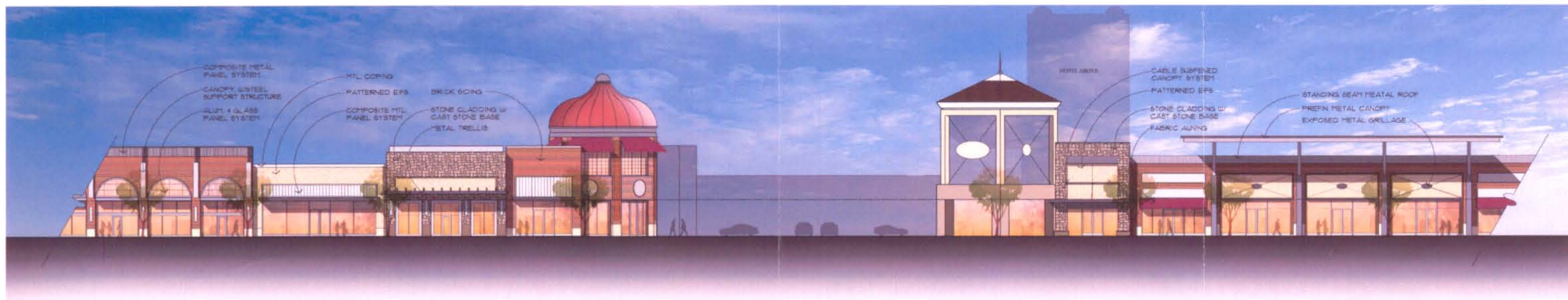






Street Elevation A and D

Scale: 1/16" = 1'-0"



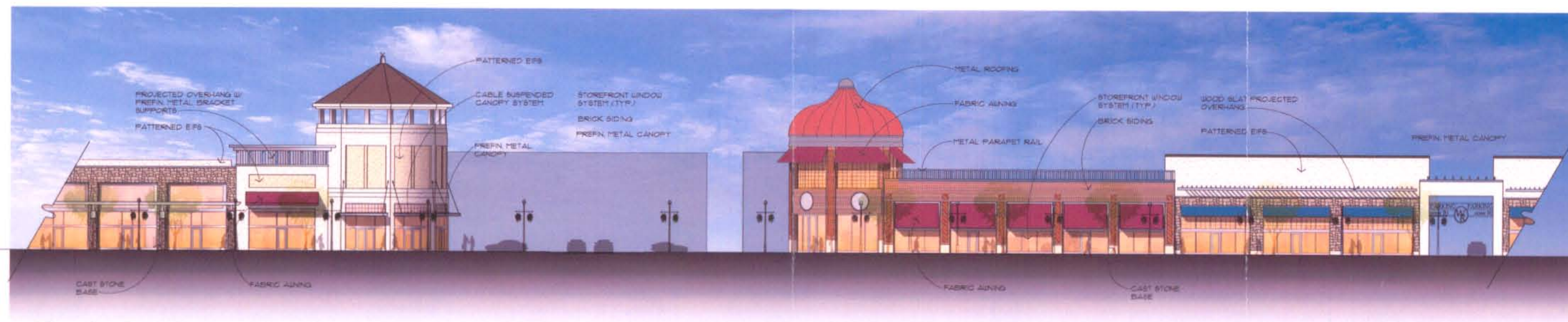
Street Elevation E and B

Scale: 1/16" = 1'-0"



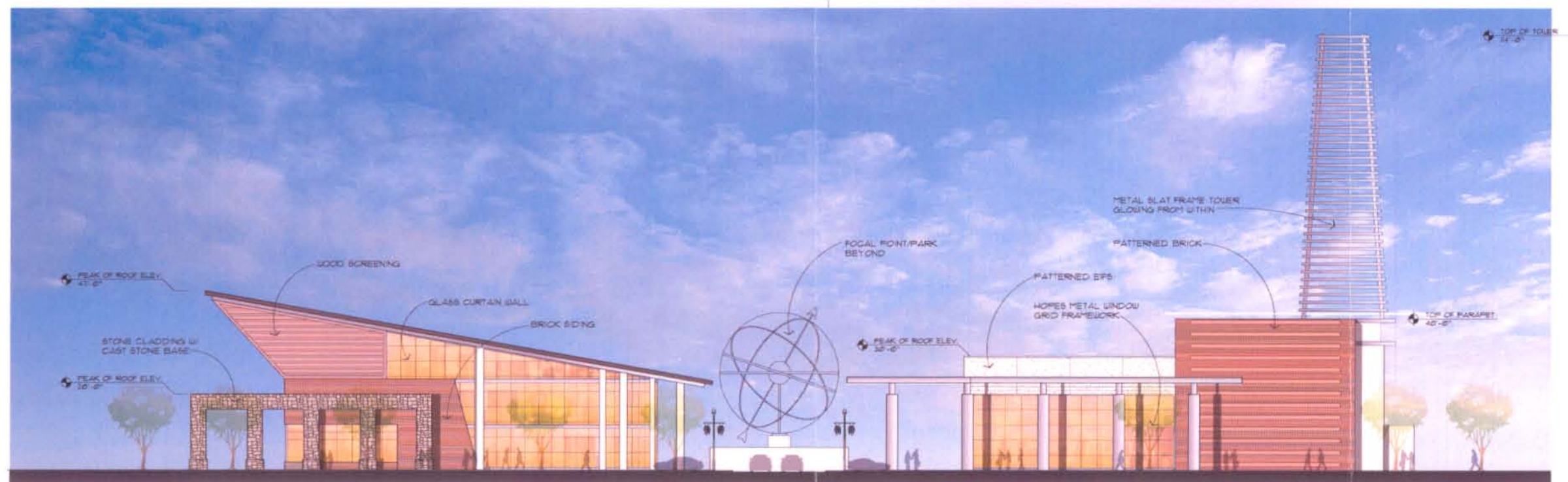
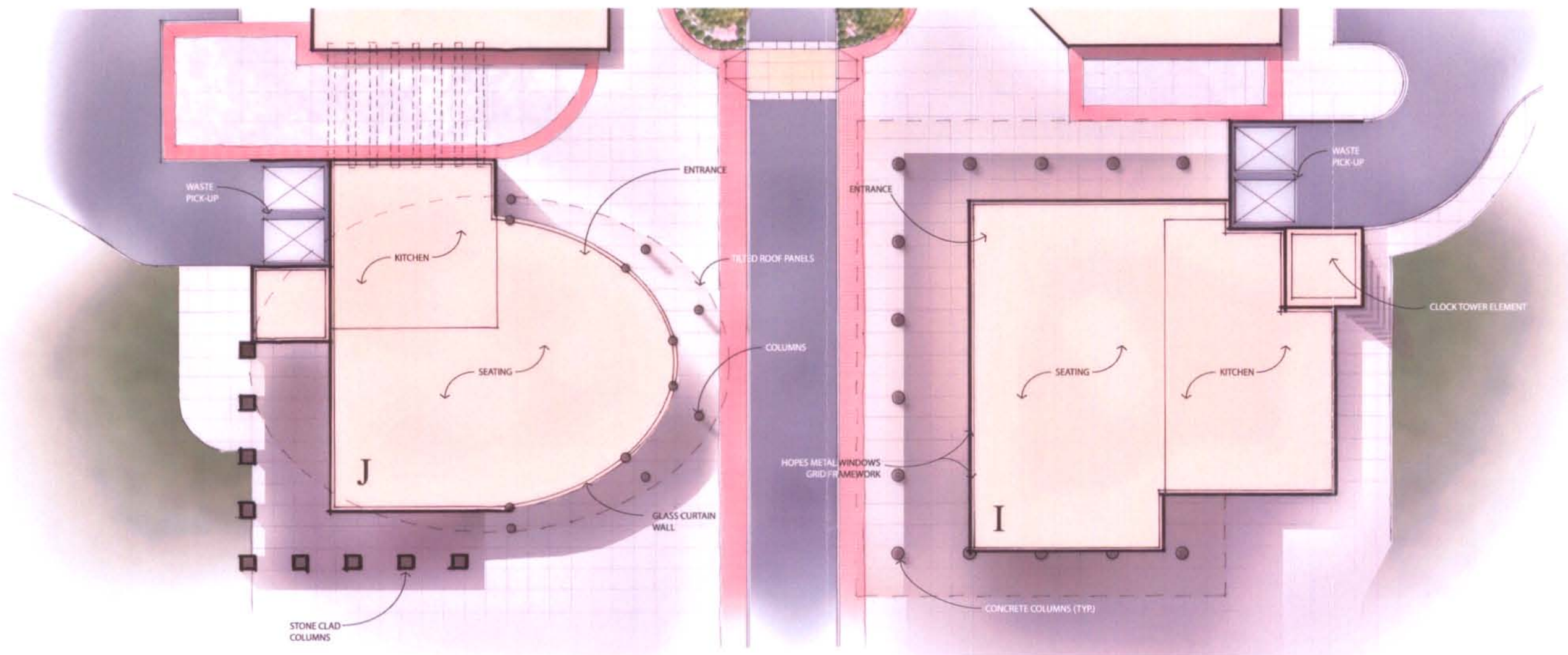
Street Elevation A and B

Scale: 1/16" = 1'-0"

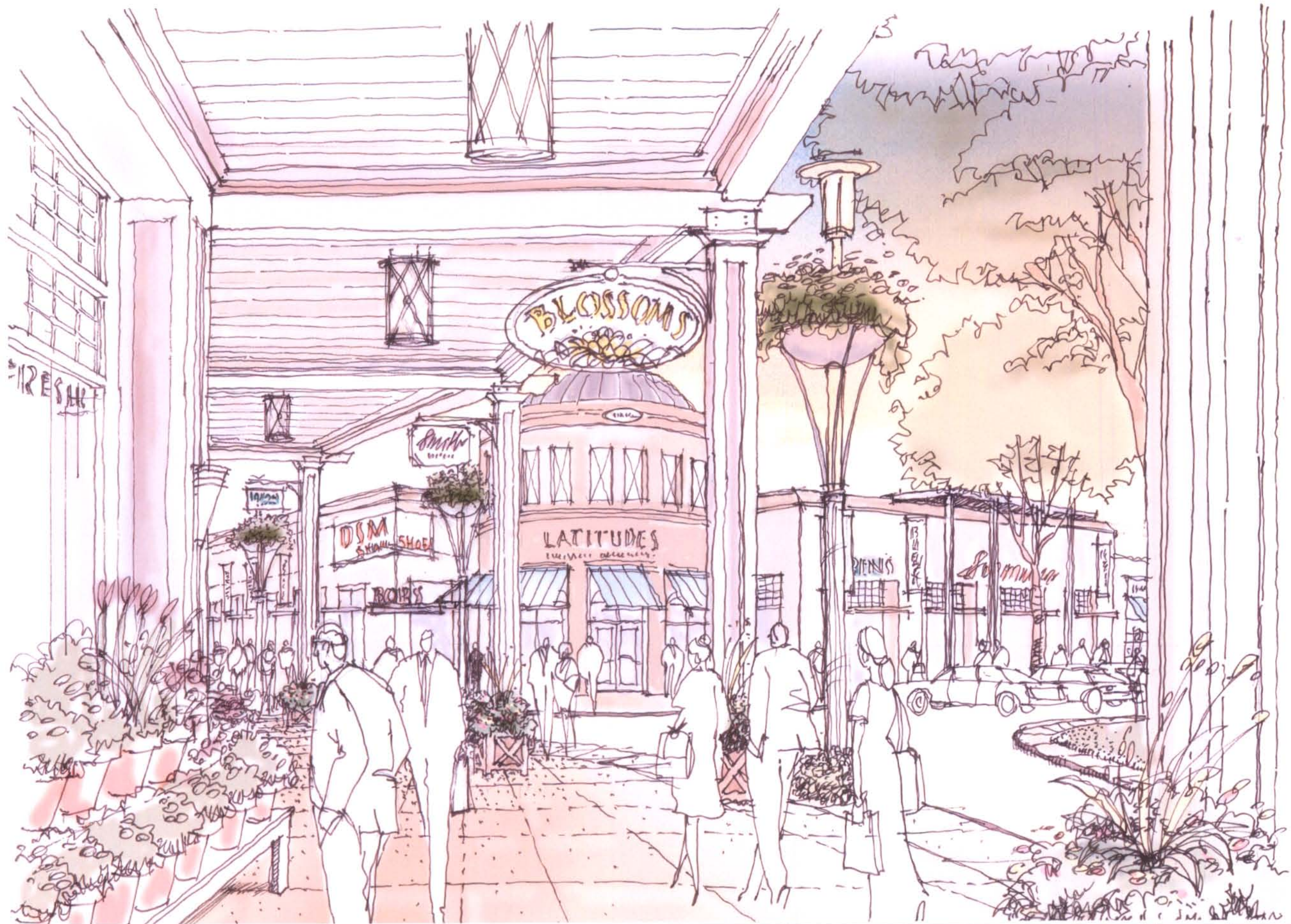


Street Elevation E and D

Scale: 1/16" = 1'-0"











Design Goal

The primary goal of the project is to create a quality shopping destination as well as a community oriented environment which captures the spirit of the Williamsburg area.

Williamsburg Row is conceived as a unique development that creates a distinctive neighborhood based retail, food and office experience.

Recognizing the requirements of today's fast paced lifestyle in the surrounding market, the automobile is a necessity but also compatible with a pedestrian friendly plan layout. Williamsburg Row will be based on a concept of contemporary interpretations of local neighborhood mainstreet architecture and shop style ambiance with automobile convenience.

The role of the design is to establish a cultural framework that allows Tenants to express their individual identities and brand presentations in a comfortable, convenient and interesting environment unique to the marketplace.

STORE FRONT DESIGN CRITERIA

Landlord's Work

Landlord provides the architectural building framework with openings, structural columns and facade treatments at various heights and configurations per a contemporary interpretation of mainstreet design vernacular. Building facades include materials of brick, metal, stucco and precast stone with combinations of each as required. This will enhance the pedestrian scale and finish detail.

Tenant's Improvements

Tenant's work is required in order to allow the individual shops to express their unique identities and amplify their brand and visual presentation within the Landlord's framework.

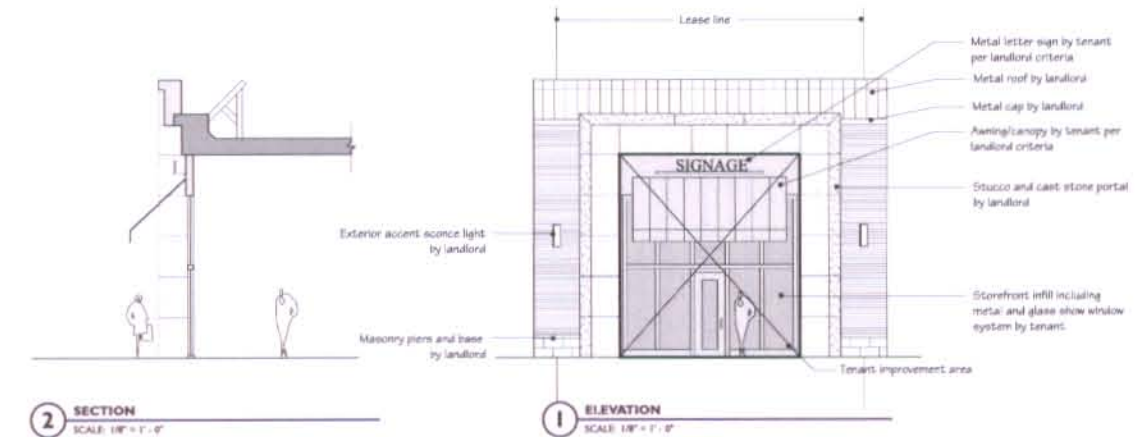
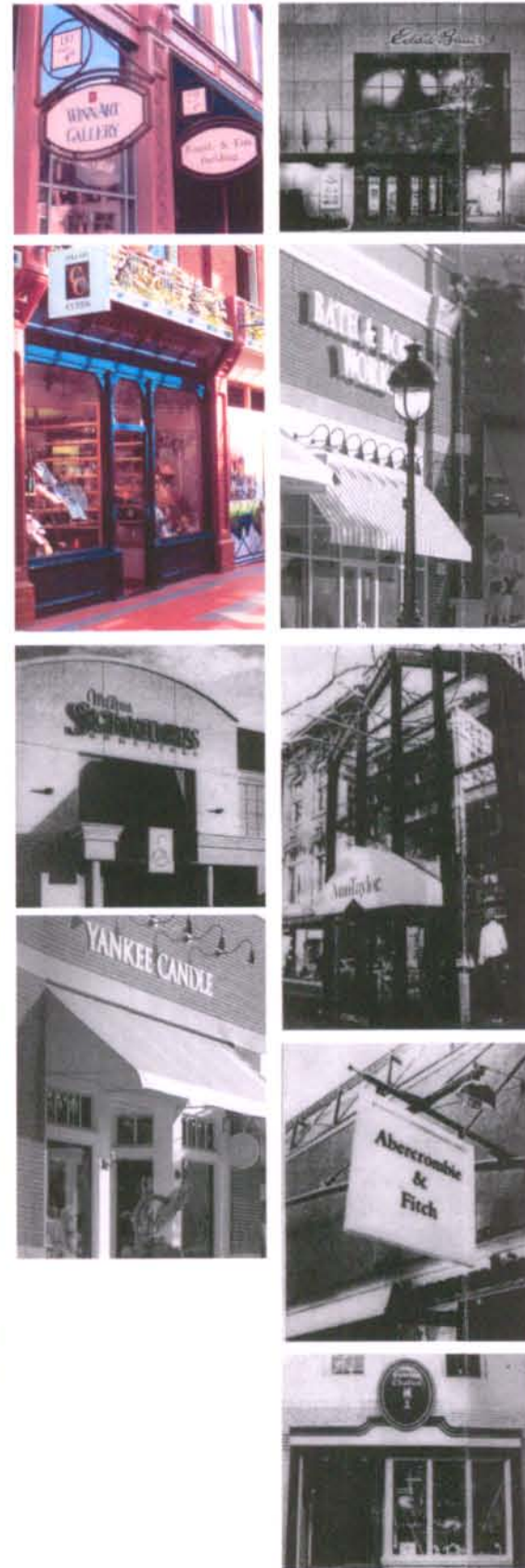
The Retail Experience

The shopper will be attracted by the simplicity of access to a broad range of goods and services within a community setting.

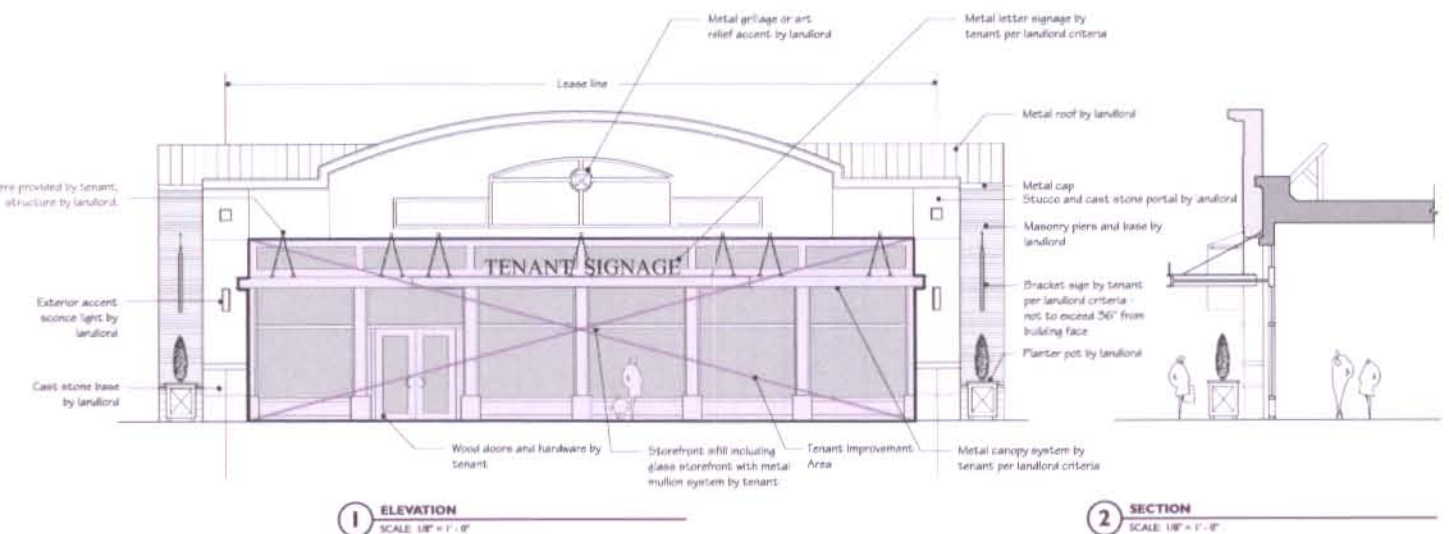
Individuality of Tenant storefronts emphasizing quality materials of brick, stone, metal, canvas awnings and creative signage brings a comfortable pedestrian scale to an open air environment. Creative pass-through pathways lead the shopper from parking areas to shopfronts. Illuminated walkways along tree lined drives, small gardens and a pocket park encourage pedestrian movement to search out and discover the various shops and services available. Overhead trellis, canopies and canvas awnings provide weather protection and add to the individual Tenant identity and retail variety.

The retail neighborhood will be enhanced by places to sit and relax within landscaped zones surrounded by a retail community that will become an important part of the surrounding area for years to come.

Examples and Inspirations



Smaller Tenant Improvements - A



Larger Tenant Improvements - B



Corner Units

CONTEMPORARY INTERPRETATIONS OF



AMERICAN MAINSTREET VERNACULAR



alive



engaging

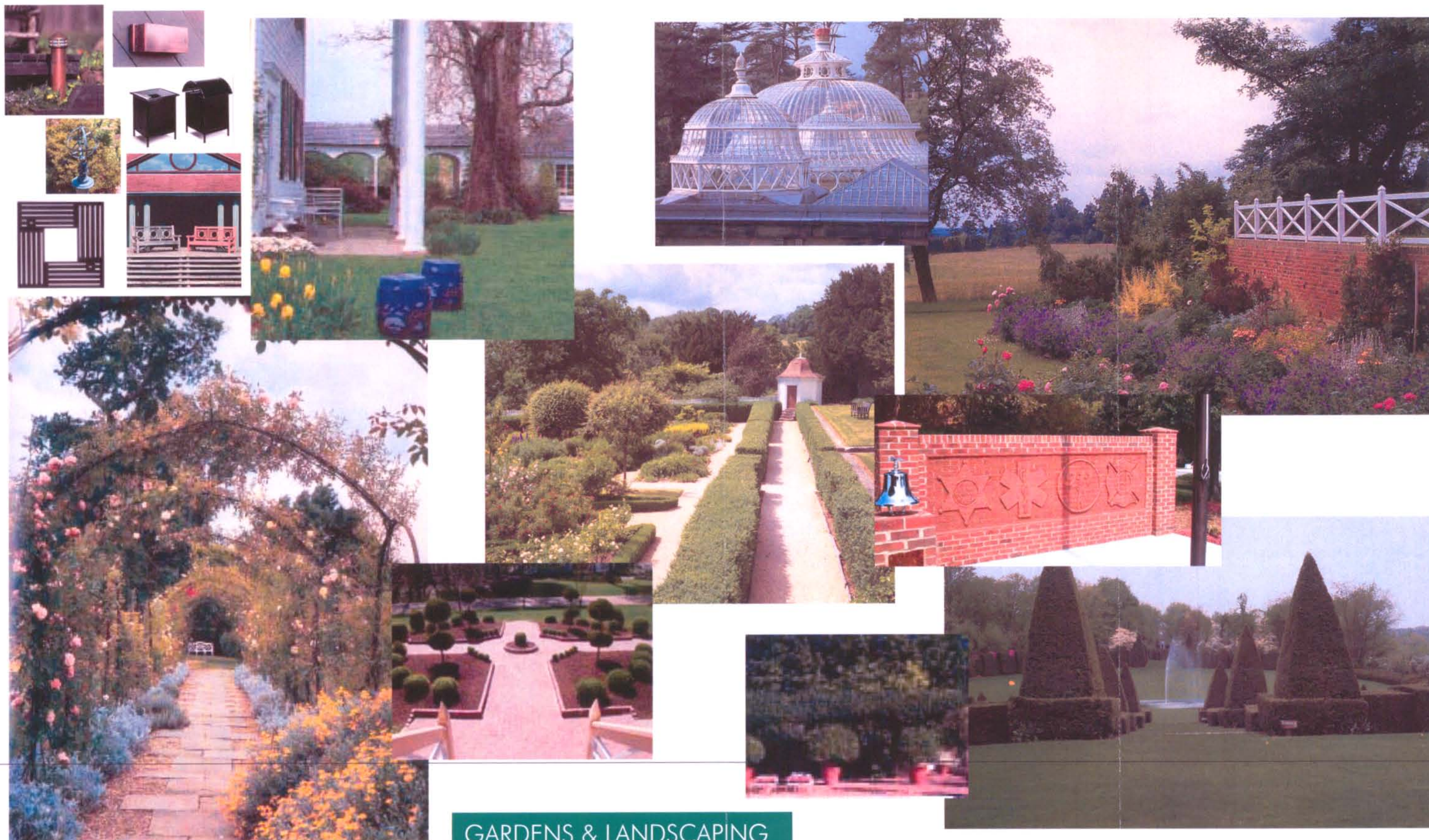


social



fresh





GARDENS & LANDSCAPING



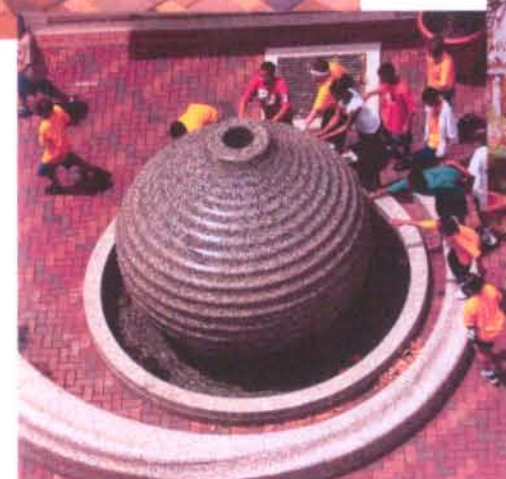
METALS



BRICK PAVERS



PAINTS



BRICK

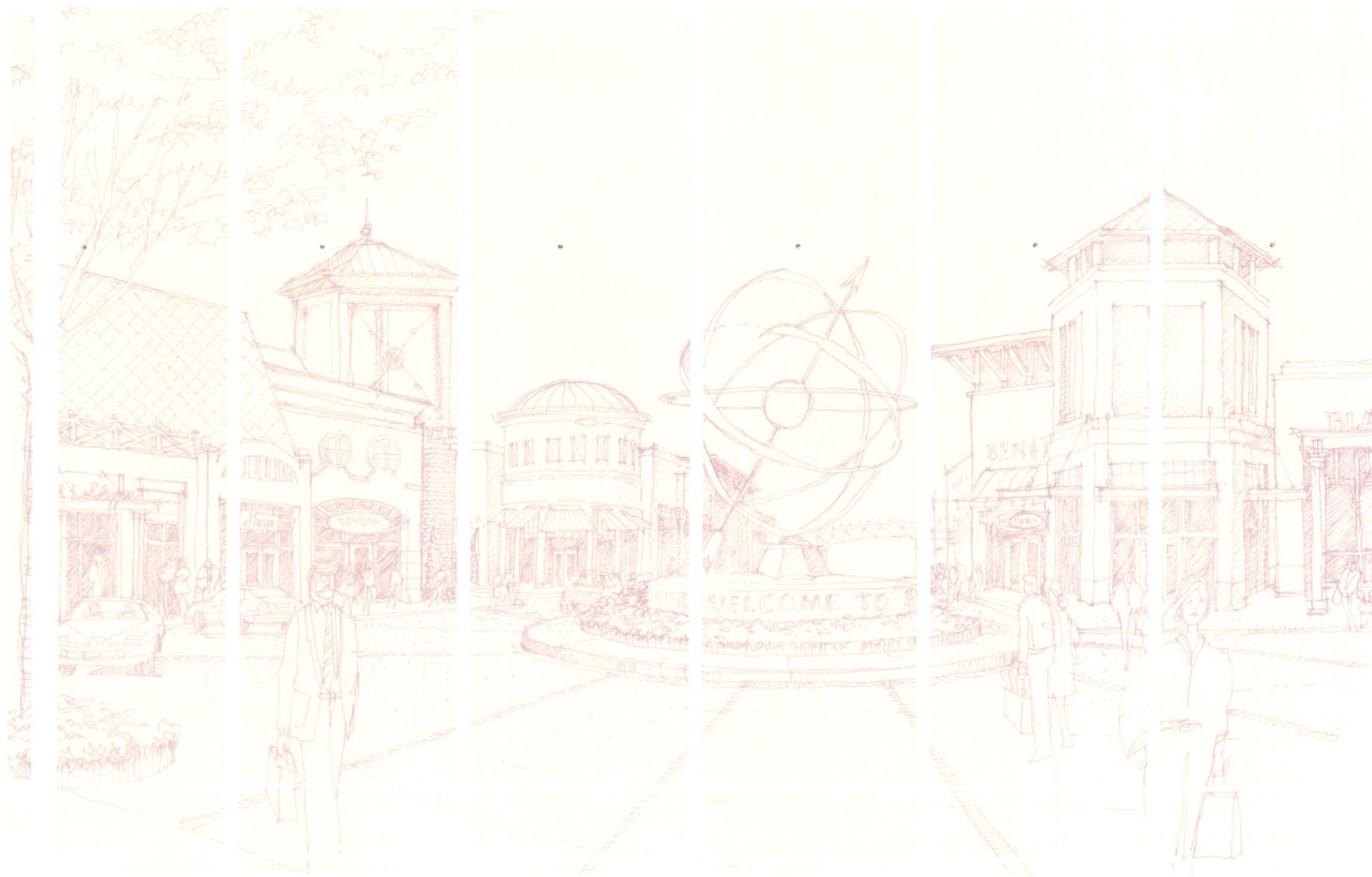


MATERIALS



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JPRA ARCHITECTS
248.737.0180 www.jptra.com

CITY SUBMITTAL - SEPTEMBER 30, 2005

THE MARQUIS
Williamsburg, VA

JOB# 1456

- "THE MARQUIS" PYLON
- FREESTANDING/MONUMENT
- PRIMARY DIRECTIONAL
- SECONDARY DIRECTIONAL

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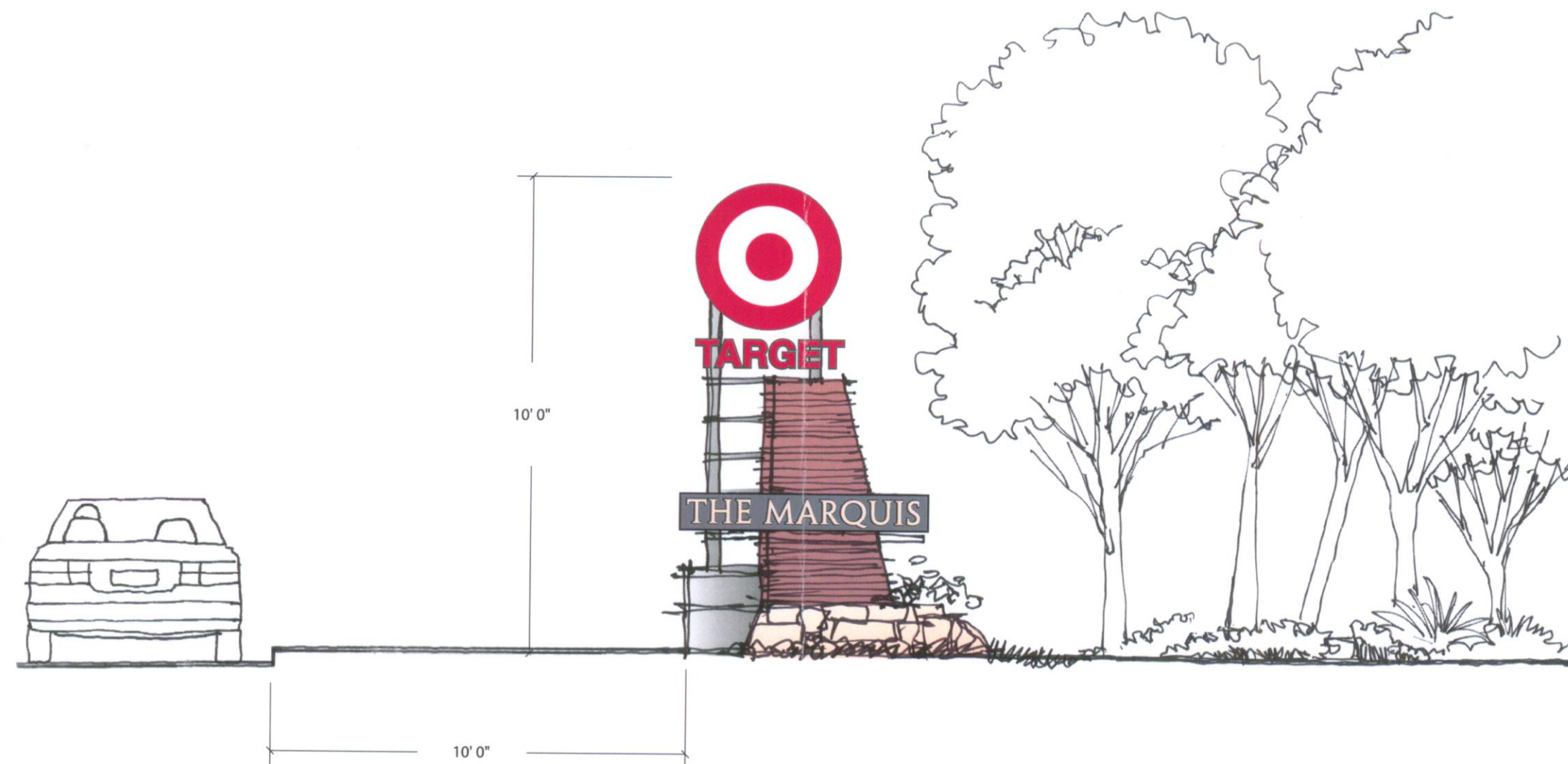
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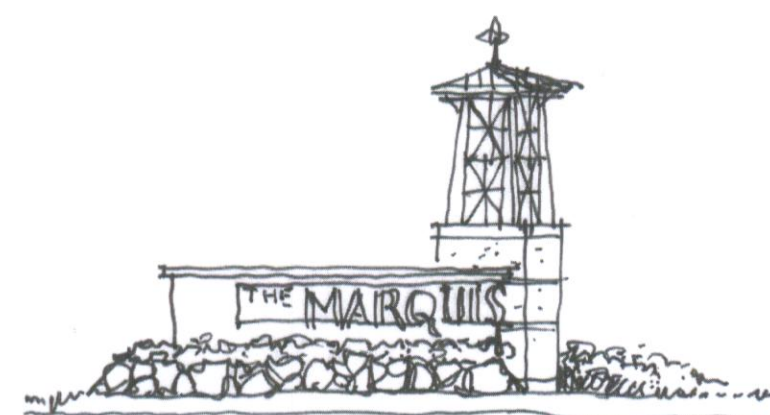
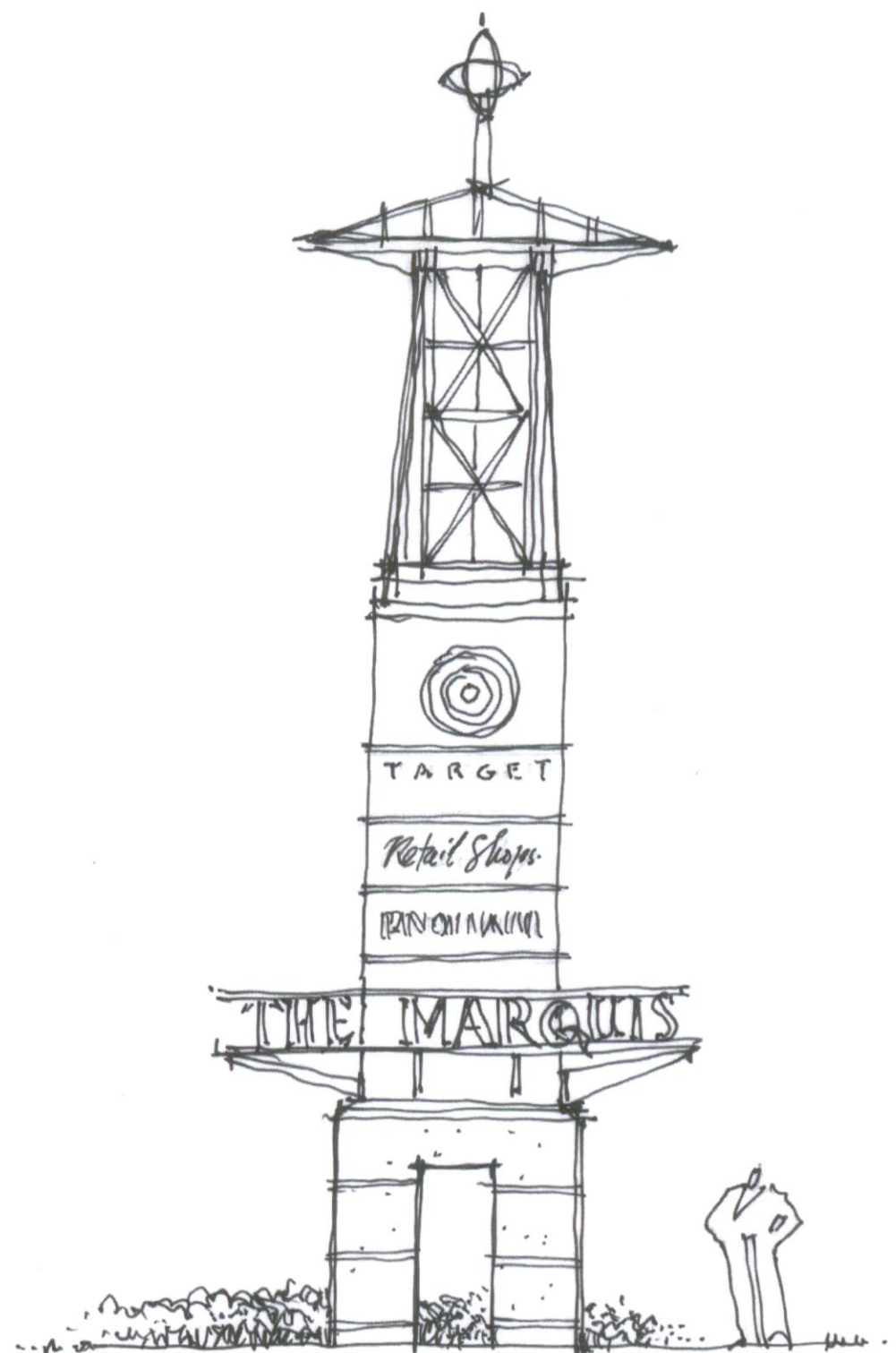


I FREE STANDING MONUMENT SIGN
SCALE: 1/4" = 1'-0"

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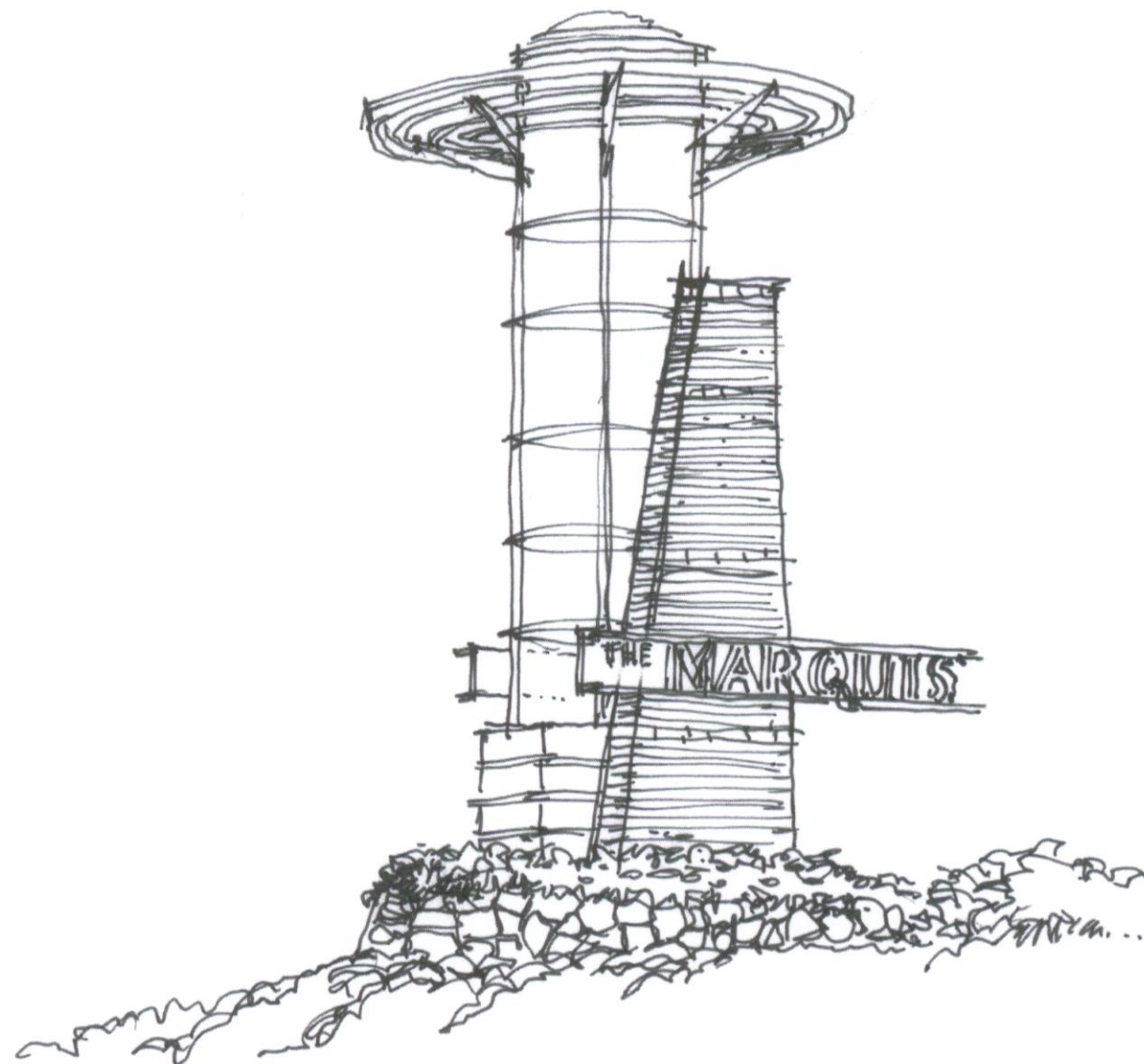
Proposed Pylon Icon/Sign
scale: $\frac{3}{16}'' = 1'-0''$ concept option - A

associated ground monument
scale: $\frac{3}{16}'' = 1'-0''$ concept option - A

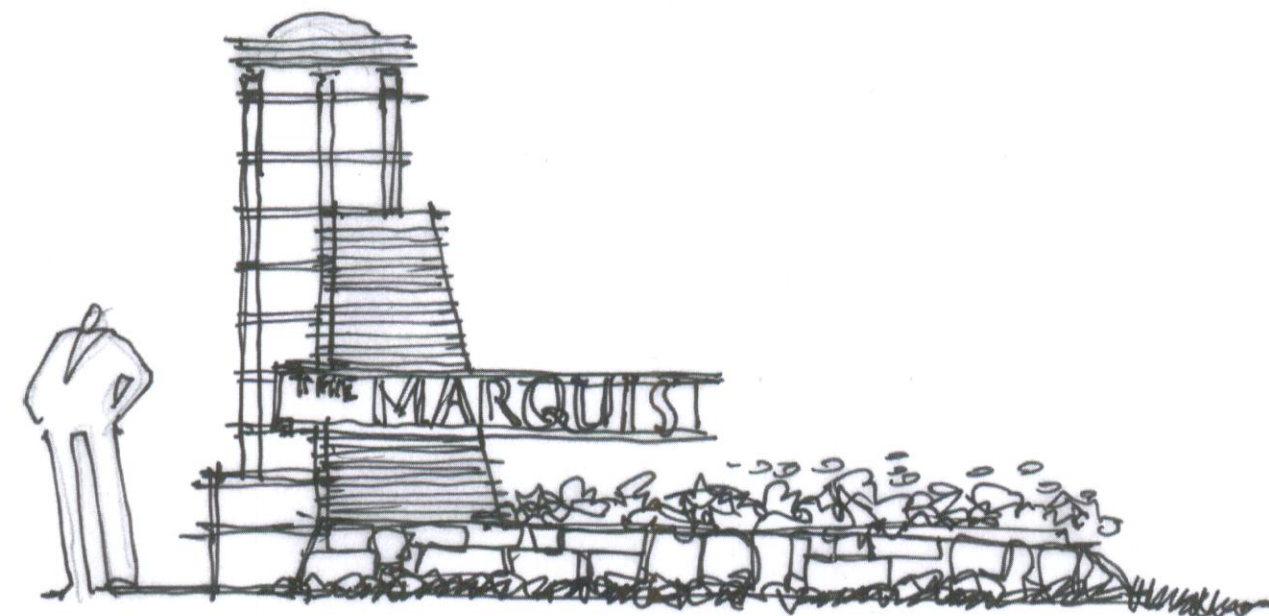
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Proposed Option for Pylon Icon/Sign
no scale concept option - B

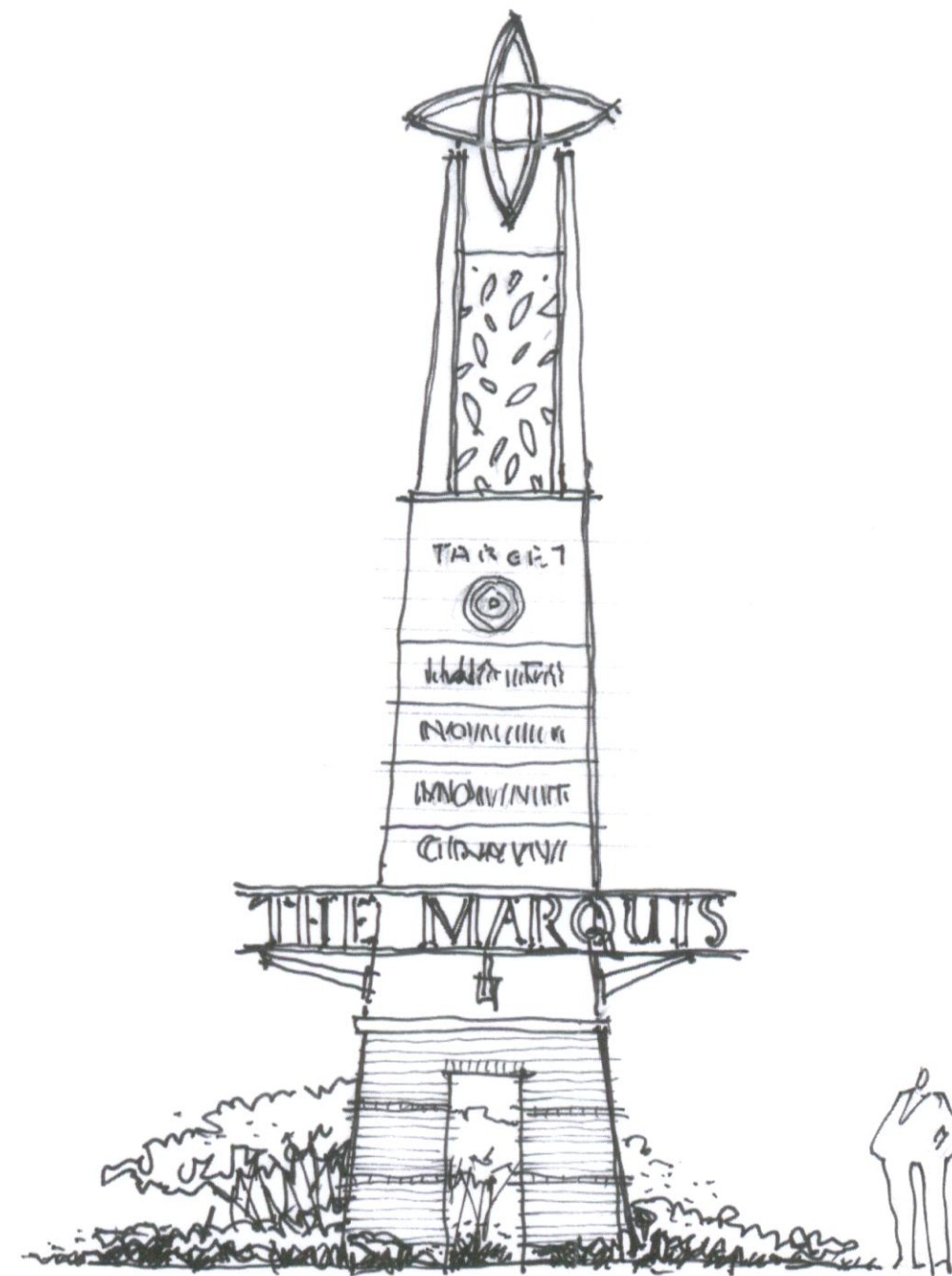


Proposed Secondary Identity
scale: 1/4" = 1'-0" concept option - B

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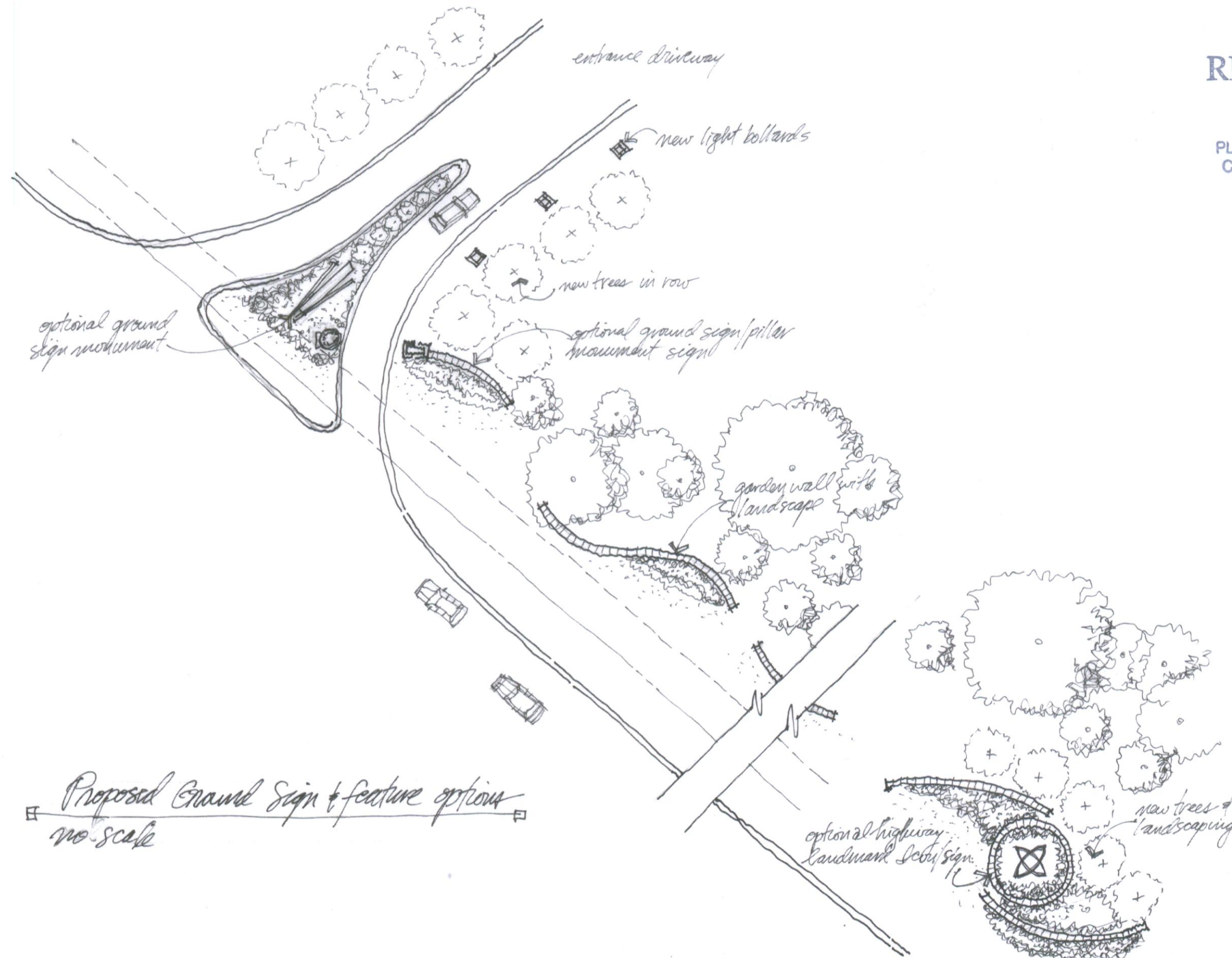


Proposed Pylon Sign/Sign
scale: 3/16" = 1'-0" concept option - C

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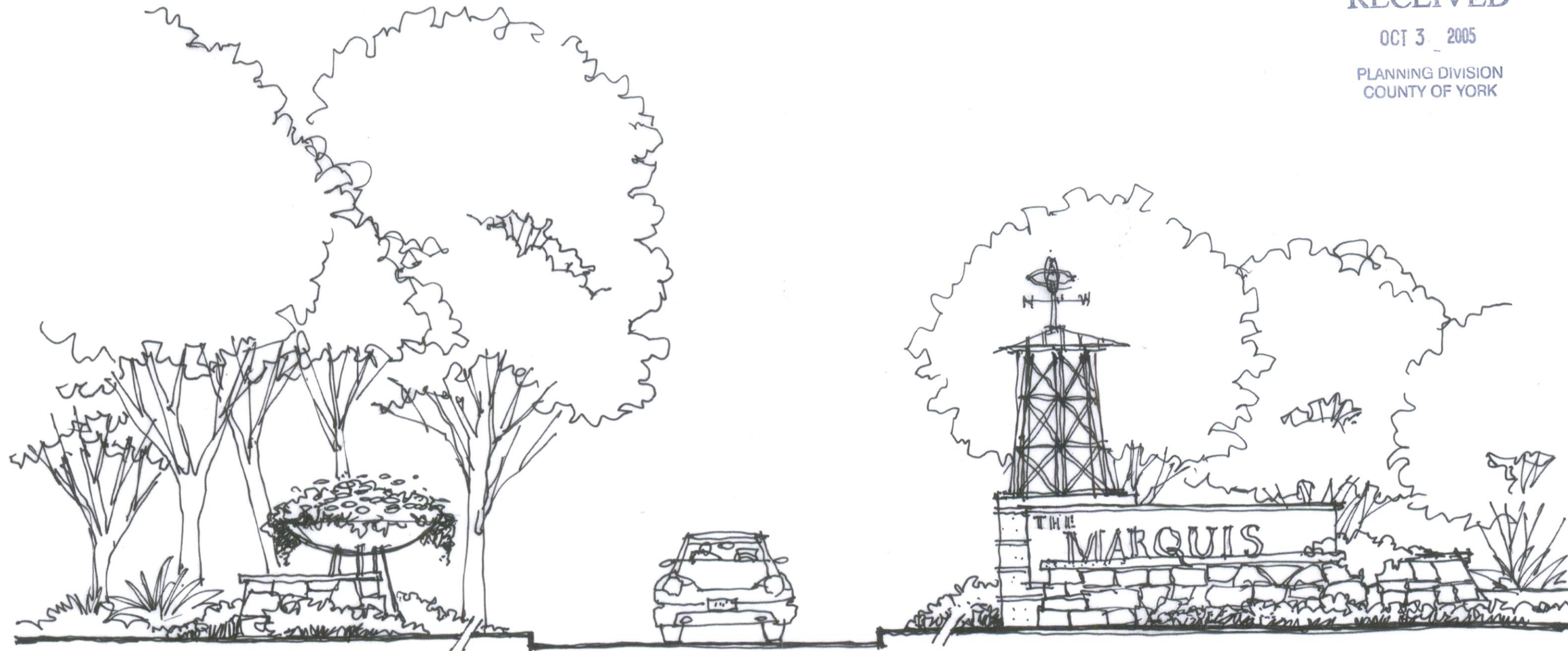
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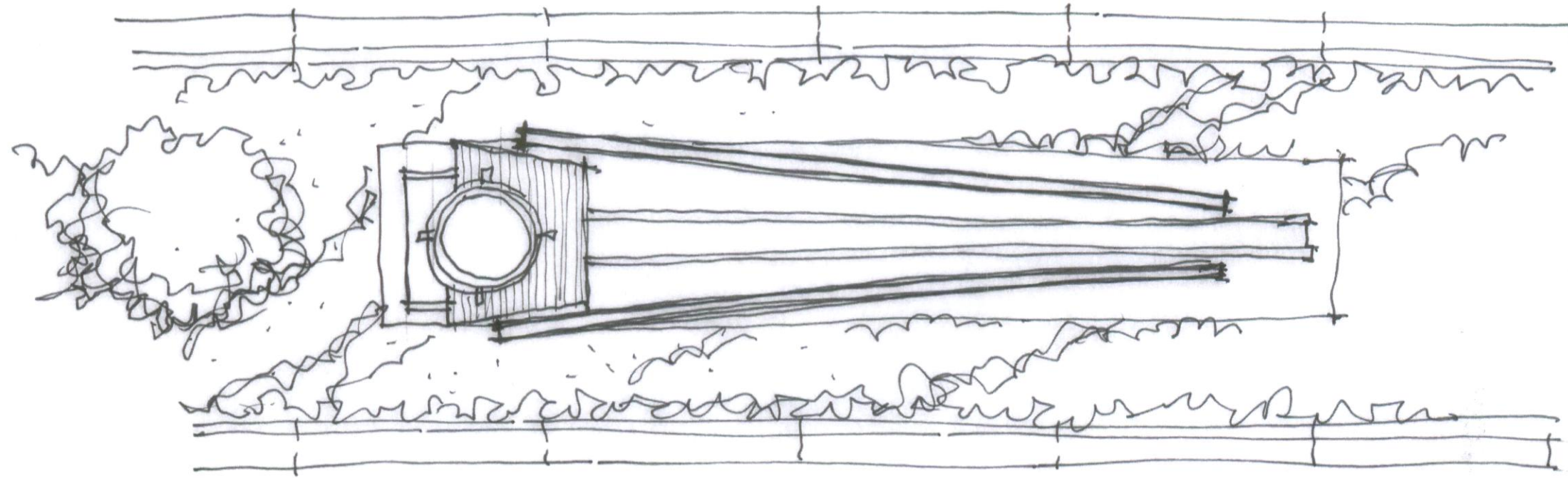
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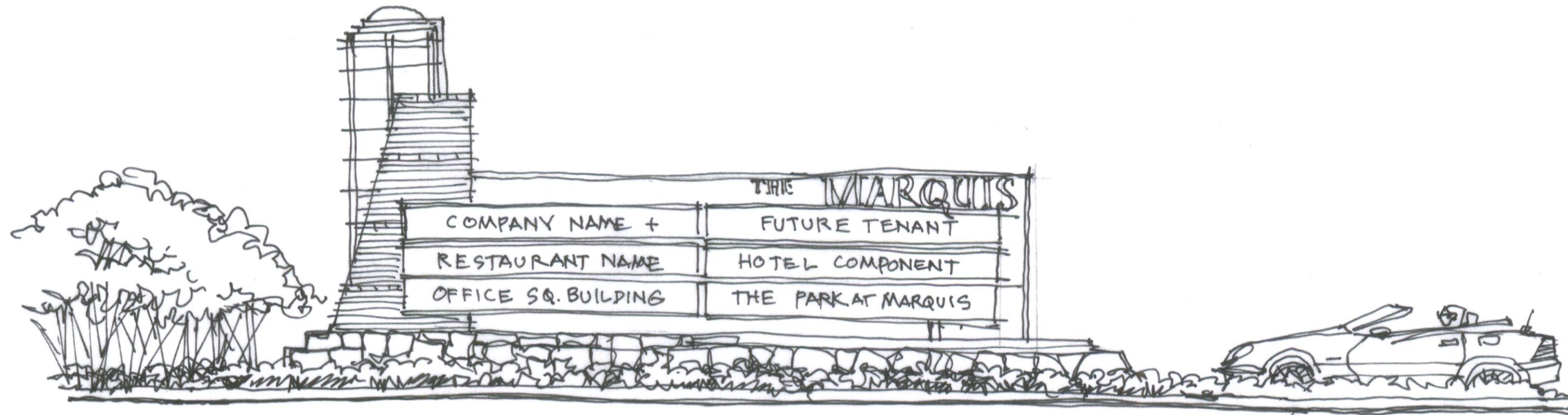
Proposed Entrance Monument & garden wall
scale: 1/4" = 1'-0" conceptual option - A



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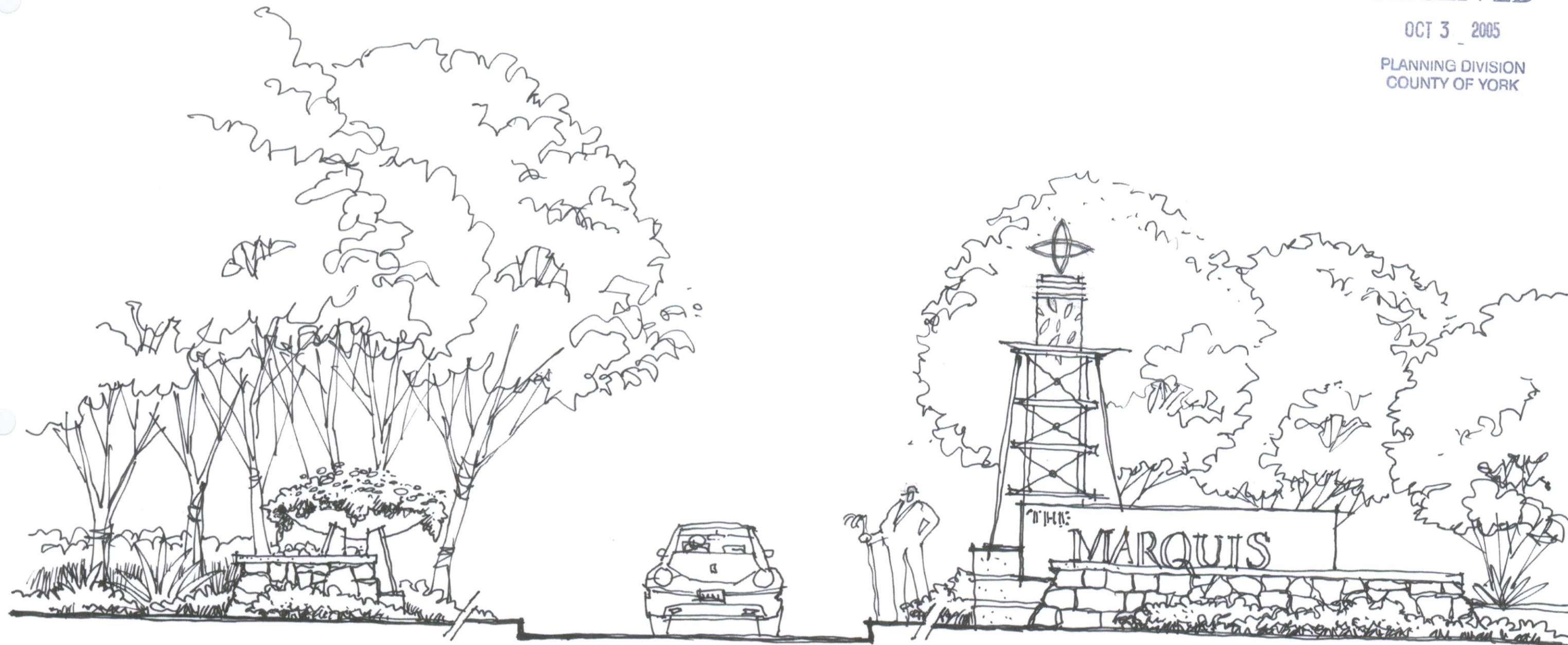


Proposed Secondary Identity & Directional
scale: 1/4" = 1'-0" conceptual option - B

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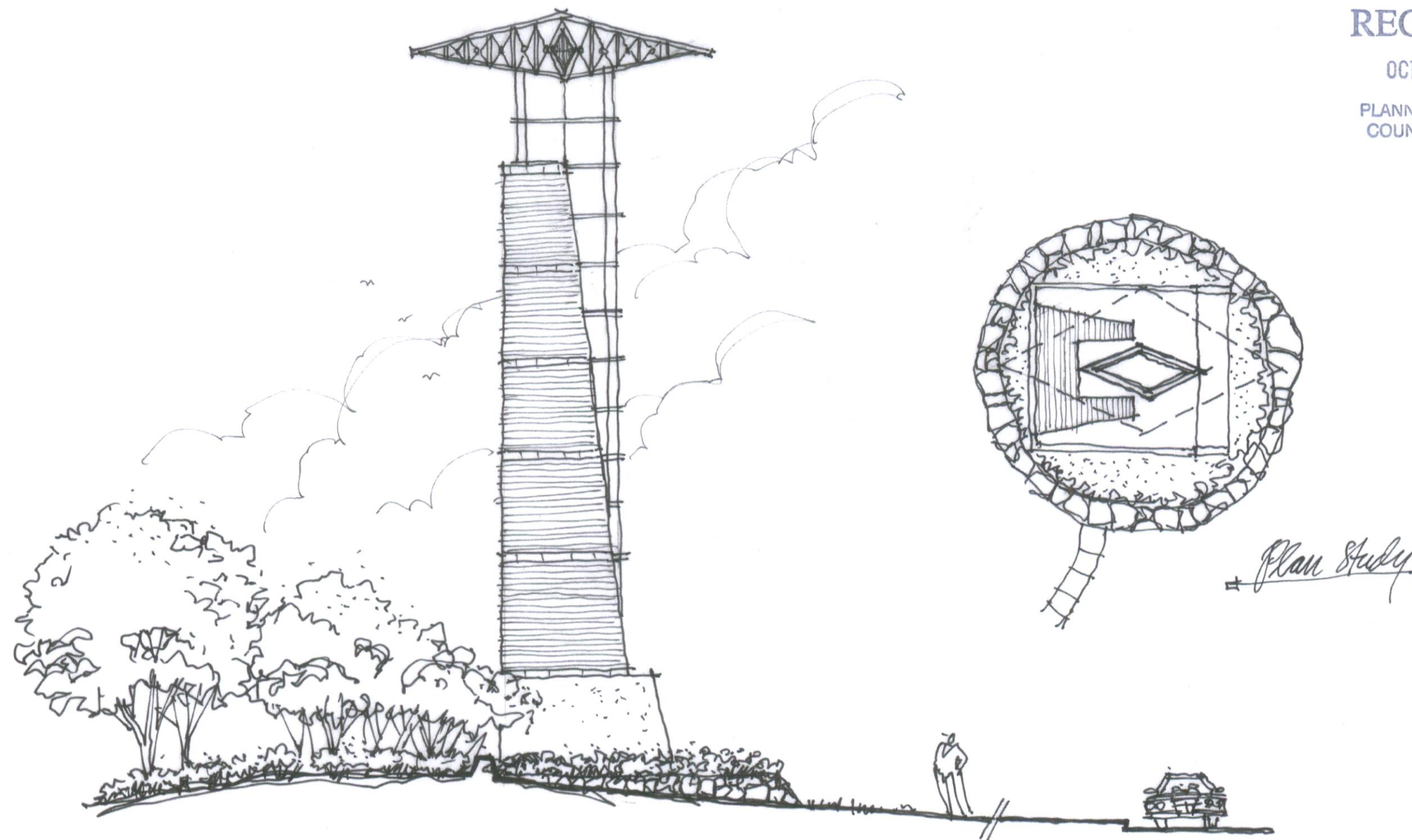


Proposed Entrance monument & garden wall
scale: 1/4" = 1'-0"
conceptual option - C

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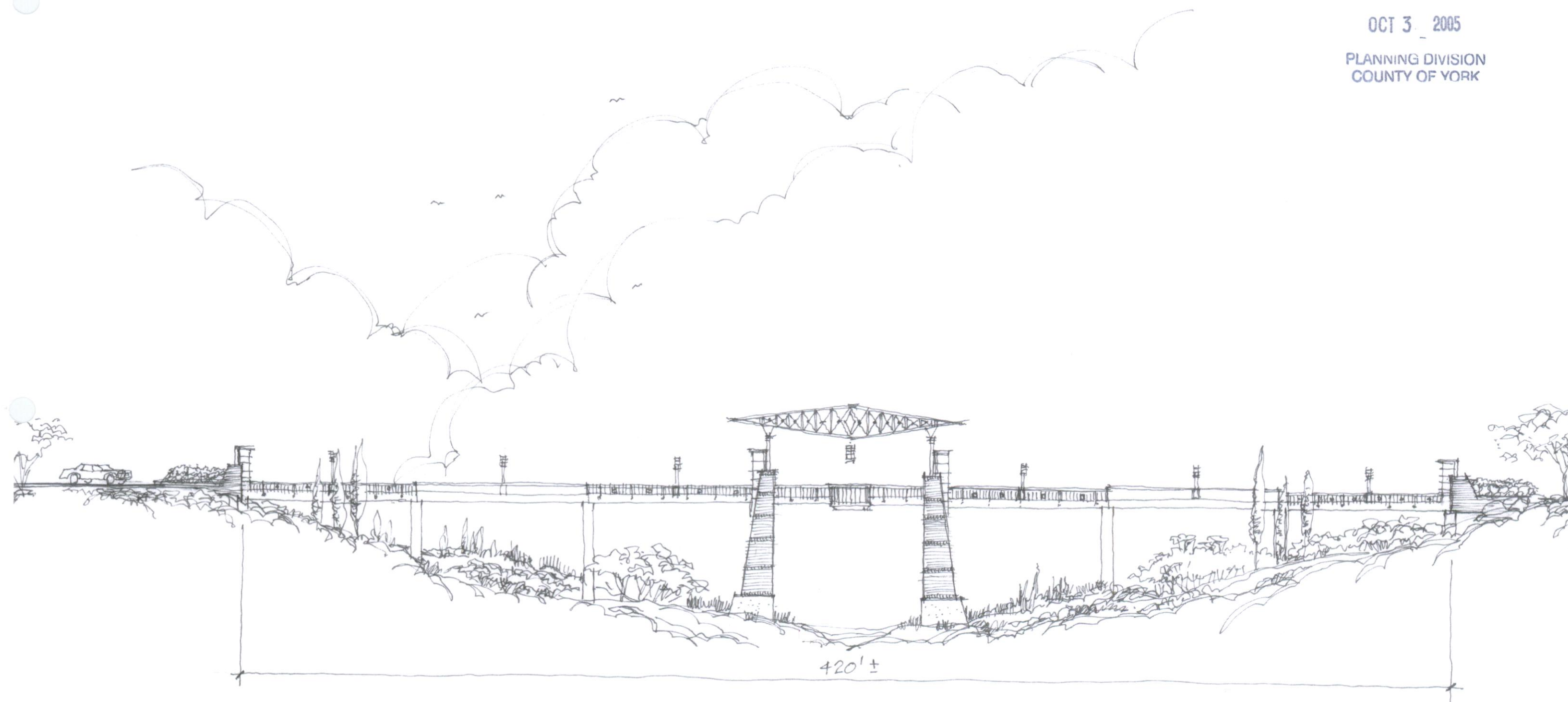


Proposed Highway Landmark Element
scale: 1/8" = 1'-0"
Concept option - D

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View @ proposed bridge connector
Scale: 1/32" = 1'-0"